

Invitation to Tender – No 342

COMMERCIALLY CONFIDENTIAL



Closing date Monday 12 October 2009

To provide a telemarketing service as a possible marketing technique to communicate the programme to target audience and generate referrals into the one to one delivery programme of REE.

1. SUMMARY

Resource Efficiency East's primary objective is to 'increase the productivity and competitiveness of regional SMEs by delivering measurable improvements to their resource efficiency, with the environmental benefits that result also helping to reduce the impact of climate change on the region's economy.'

To generate referrals into the one to one delivery programme of REE it is recognised that telemarketing is a cost effective method of engaging businesses. We are now seeking to appoint a permanent panel of telemarketers to provide this support to the programme as a whole. The appointed telemarketers will continue to promote the one-to-one support service, but in addition they will also be commissioned to run recruitment campaigns for some of the strategic (one to many) aspects of the REE delivery programme.

The investment will help maintain a steady flow of business referrals into REE on a month by month basis. The aim is to generate between 30-40 referrals per month into the one-to-one support element of the programme as well as supporting the recruitment of businesses into other parts of the programme, such as the strategic (one to many) projects

2. Background

Renewables East has secured funding from the East of England Development Agency (EEDA) and European Regional Development Fund to manage a resource efficiency programme on behalf of EEDA. The REE programme will operate until 31 March 2011 and in this period will provide intensive resource efficiency support to 730 companies assisting them to identify and achieve savings in the use of water, materials and energy which will be translated into CO² and Gross Value Added (the monetary value of achieved savings).

Across the programme activities the environmental impacts resulting from REE's interventions have been quantified as:

- 98,000 tonnes CO₂ saved
- 995,000 m³ water saved
- 112,000 tonnes waste saved
- £25m resulting contribution to GVA.

The service that forms this invitation to tender is for the provision of face-to-face consultancy with the objective of providing tailored advice and guidance to regional

businesses on the achievement on resource efficiency savings and to support the business to achieving these savings.

This service will be provided to customers of the REE programme which have been referred to REE through a number of mechanisms the most predominate of which will be Business Link East, who REE is assisting to establish as the Gateway for accessing support on improving resource efficiency under the BERR Programme of Business Support Simplification. In accordance with this referral route the consultant will need to be capable of providing resource efficiency support to a wide range of SME's business types, however, REE have prioritised the following sectors:

- Engineering and Manufacturing
- Food and Drink
- Service Industry
- Warehousing
- Hospitality
- Transport and Logistics

3. About Renewables East

Renewables East is a private company delivering the services associated with being the renewable energy agency for the East of England. The Company is funded by the East of England Development Agency (EEDA) and officially designated as an EEDA sister organisation. For the year 2007/08, RE has been allocated £1.2m from various sources including EEDA, EMDA, EU, Local Authorities and central government to continue its mission.

The objectives of the Company are:

- a. To enable the East of England to meet its adopted target for the production of energy from renewable resources, within the context of national energy policy and the need to move towards a lower carbon economy; and
- b. To maximise the rate of growth of the renewable energy sector and the economic benefits to the region, especially through stimulating investment and job opportunities, supply chain development and innovation.

Renewables East's primary work areas are Bioenergy (Biomass and Biofuels,) Offshore/Onshore Wind, Planning, Supply Chain Development and the Mass Market Renewables agenda. If you have not already done so, you may find a visit to our web-site useful www.renewableseast.org.uk.

Resource Efficiency East is a programme managed by the Renewables East executive with strategic direction and governance provided by an independent Programme Board.

4. Scope of Work

The REE programme is seeking to contract with up to two businesses to provide telemarketing support to the programme during the period from 19th October 2009 to 31st December 2010.

This investment will help maintain a steady flow of business referrals into REE on a month by month basis. The aim is to generate between 20-30 referrals per month into the one-to-one support element of the programme as well as supporting the recruitment of businesses into other parts of the programme, such as the strategic projects.

The contractor(s) will contact organisations from a contact database and as well as securing referrals, the contractor will be expected to provide brief feedback from each contact made, including updating contact information where appropriate.

Contractors will be asked to provide summaries of successful referrals at the end of the day on which the referral was secured. In addition the contractor will be required to provide a summary of activity/success to the REE team each week. This will include details of all organisations contacted and the outcome, including any updates to the contact database itself.

In addition, where it is agree of value to do so, the telemarketers may be given approval to purchase business databases on behalf of REE from which the telemarketing activity will be based.

Scoring will be based on value for money; previous experience working with business support programmes, in particular those focused on resource efficiency; experience and understanding of the barriers of working with small and medium sized businesses - and any added value that the contractor can bring to the programme.

5. Tender Details

Applicants who wish to submit a tender bid must include a covering letter which is to include the Tender Title, Telemarketing Service Tender and ITT No 342, Postal address, contact details, indicate if they are an SME or not, and total number of pages.

The tender submission should be page numbered with the Company/Consultant name on the bottom of each page, the tender criteria should form the page headings for the main body of the tender submission. You should also include your public liability insurance, organisation structure and details of the team that would be working on the project.

Tenders must include a total cost, inclusive of VAT and expenses.

Tenders on average should be no longer than 8 pages.

Responses to this tender should be submitted electronically and must be received by Renewables East no later than **1200hrs on Monday 12th October 2009**. They should be sent via email to:

John Heath

Delivery Manager

Renewables East

johnheath@renewableseast.org.uk

The successful applicant will be notified by Friday 16th October 2009 at the latest and must be in a position to start work on the following Monday (19th October).

Responses should be submitted electronically, and should include:

Details of the service to be delivered against the scope of work

6. Tender Process

Applicants are advised to ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their Tenders are accepted.

Renewables East reserves the right to extend proposed timescales if extensive Tender clarification is required during evaluation or for any other reason.

Applicants should be aware that queries raised by Applicants that affect the Tender process will be circulated to all Applicants. Responses of a commercially sensitive nature will be confined to the correspondent(s).

Any Applicant who directly or indirectly canvasses any member or officer of Renewables East concerning the award of the Contract for the provision of the Services, or who directly or indirectly obtains or attempts to obtain information from any such member or officer concerning any other Tender or proposed Tender for the Services will be disqualified.

It is the responsibility of Applicants to obtain for themselves and at their own expense all information necessary for the preparation of their Tenders. Information supplied by Renewables East (whether in these Tender Documents or otherwise) is supplied solely for general guidance in the preparation of the Tenders. Applicants must satisfy themselves by their own investigations with regard to the accuracy of any such information and no responsibility is accepted by Renewables East for any inaccurate information obtained by Applicants.

All information supplied by Renewables East in connection with this Invitation to Pre-qualify and Tender shall be regarded as confidential by the Applicant except that such information may be disclosed for the purpose of obtaining sureties and quotations necessary for the preparation of the Tender. Renewables East reserves the right to ask all Applicants to complete a separate Confidentiality Agreement and if deemed necessary this will be forwarded under separate cover for completion and return within a specific timescale no later than the tender return date.

The Tender Documents are and shall remain the property of Renewables East and must be returned upon demand.

No servant or agent of Renewables East has authority to vary or waive any part of the Tender Documents or procedure other than the Authorised Officer nominated by Renewables East who shall only do so in writing.

Renewables East will not consider individual requests for extension of the closing date and the time specified above, but may at its own absolute discretion extend generally the closing date and time.

Renewables East reserves the right to request such further information from Applicants as it deems necessary to assist the clarification of Tender submissions.

Renewables East reserves the right to dismiss those tender applications that do not meet the specific tender details required.

7. Tender Criteria and Weighting

The tenders will be assessed against the following criteria:-

1. Value for money and ability to deliver - 30% weighting
 - a. Total price to be shown including VAT & Expenses
 - b. Completeness of response to entire scope of tender, clear and concise proposal
 - c. Discounting structures offered
 - d. Add value beyond the scope of the tender
 - e. Project management and reporting mechanisms evidenced
2. Expertise and Experience of working with publicly funded business support programmes – especially those focused on resource efficiency – 50% weighting
 - a. Experience of working with publicly funded programmes
 - b. Experience of working with resource efficiency focused business support initiatives
 - c. References provided in support of experience
3. Experience of working with small and medium sized enterprises – 20% weighting
 - a. Demonstrate knowledge and understanding of barriers to engaging SMEs – e.g. reference to barriers, motivational aspects of SME behaviour
 - b. Successful track record of engaging SMEs

8. Fees

Payment for the service will be on an agreed day rate basis (inc VAT). Payment will be made on a monthly basis subject to satisfactory completion of the work, provision of required evidence; and receipt of invoice, subject to our standard conditions (available on request). Payments are normally made within 30 days.

9. Further information

Should you require any further information on this brief to complete your tender submission, please contact John Heath by e-mail or post:

johnheath@renewableseast.org.uk

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10. Restricted and Commercially Confidential

PLEASE NOTE THAT THE INFORMATION CONTAINED WITHIN THIS TENDER DOCUMENT AND ASSOCIATED DOCUMENTS IS NOT IN THE PUBLIC DOMAIN AND REMAINS COMMERCIALY CONFIDENTIAL. THE INFORMATION IS NOT TO BE USED FOR ANY PURPOSES OTHER THAN TO RESPOND TO THE TENDER.